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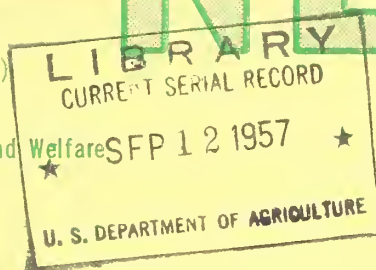
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"We must open wider the doors of opportunity...
for the good of our country and all our people"
President Eisenhower

RURAL DEVELOPMENT PROGRAM

Committee for RURAL DEVELOPMENT PROGRAM

Under Secretary, Department of the Interior
Under Secretary, Department of Agriculture (Chairman)
Under Secretary, Department of Commerce
Under Secretary, Department of Labor
Under Secretary, Department of Health, Education, and Welfare
Administrator, Small Business Administration
Member, Council of Economic Advisers



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Dr. Harry J. Reed, former dean of agriculture at Purdue University, has been appointed coordinator for the Rural Development Program by Secretary of Agriculture Ezra Taft Benson. Dr. Reed will be a member of the Secretary's immediate staff but will serve all agencies of the Federal government participating in the Rural Development Program. He will also work closely with private, State, and local agencies concerned with the program. Announcing the appointment of Dr. Reed, August 19, President Eisenhower said, "I have confidence in his energy and ability. I have confidence in the program. We will move strongly forward in assisting our lowest-income rural families to gain a greater share of our unprecedented national peacetime prosperity."

SECRETARY BENSON TO ADDRESS RD REGIONAL MEETING. Secretary of Agriculture Ezra Taft Benson and Under Secretary of Commerce Walter Williams will address the public session of a two-day rural development regional meeting to be held at Athens, Georgia, September 25-26. The conference, fourth in a series of regional meetings on rural development, will include Georgia, Florida, South Carolina, and Puerto Rico. In addition to Secretaries Benson and Williams, principal speakers at the public session, September 25, will be Dr. O. C. Aderhold, president of the University of Georgia, who will preside, and Marshall O. Watkins, director of cooperative extension in Florida. A series of workshop sessions for state and Federal representatives will follow the conference opening.

Planning is going forward on a fifth rural development regional meeting for Virginia and North Carolina in Asheville, North Carolina, October 23-25. No program has yet been announced.

This is one of a series of periodic reports on Rural Development Program activities of business, farm, civic, government and other community leadership working together. If you have information that might be of interest to those participating in the program or you wish to receive this Newsletter, address communications to the Editor, Rural Development Program News, Office of Information, Department of Agriculture, Washington 25, D. C.

VICE PRESIDENT RICHARD M. NIXON speaking recently to officials of the Asheville North Carolina Agricultural Development Council described the Rural Development Program as a "new and determined effort to get help to families on small farms." He told the Asheville development leaders that the experience and methods of local-initiative programs such as theirs directly influenced formation of the Rural Development Program.

"You have shown," he said, "that combining farm improvement and industry expansion is a practical approach to a balanced and more stable economy in areas with small farms. You have shown how farmers and enterprising businessmen and civic leaders can work together as "Partners in Progress" to build more prosperous areas. And most important you have shown how people out in the rural communities can join together and build better lives for themselves and their children."

GOVERNOR CHARLES N. SHEPARDSON, Member, Board of Governors, Federal Reserve Board, speaking before the Tennessee Bankers Association, June 20, 1957, said "As the surplus labor from the farm has migrated to the city, we have deplored the withering of the farm community and the increasing congestion of the city. In the past our principal approach to the problem has been that of trying to find some way to keep this labor employed on work which is no longer needed.

"In fact, this approach has been one of the basic causes for the continuation of our farm surplus problem. Fortunately, we seem to be coming to a recognition of the fact that what amounts to encouraging production for government storage rather than consumption is no solution to the problem. For that reason it is most encouraging to see the interest in this Rural Development Program. . . .

". . . it is aimed at providing local employment that permits people to continue to live in the rural environment that they prefer and to contribute not only to the maintenance but to the actual upbuilding of the rural community.

"Such employment opportunities may come by securing branches or even main plants of well-established industries. But not all of our rural communities are going to be able to secure such plants. Many of them are going to have to use their ingenuity and initiative in establishing small local industries geared to the potentials of the community.

"Here again the local banker has a part to play in providing leadership and merited financial backing to such a program. Here also there is a real place for the city correspondent banks to render a real service through the counsel and assistance of their industrial departments. . . ."

RURAL DEVELOPMENT IN ACTION*

Wisconsin: Rural Development Program leaders in Wisconsin's Price County put up a display featuring "industry on parade" at the annual county agricultural fair which opened August 22.

Kentucky: Typical of the outstanding Kentucky Rural Development Program is work in Butler County, the State's western area pilot county. A good example of the initiative of the program leaders in Butler is the community improvement program they've organized starting in five communities, with \$1,500 as contest prizes.

New Mexico: To promote better health practices in rural areas, the Santa Fe, New Mexico health committee (a Rural Development Program group) has sponsored a series of meetings with people in the county's 19 communities. A doctor or nurse explains health services the people have available, and the county home agent discusses good diet as a source of good health. The meetings have excellent attendance.

Tennessee: Workers in Tennessee's Rural Development Program met June 4-7 in two workshop sessions to review the program in the State and talk over cooperation among agencies and methods of improving work in the State. Under Secretary of Agriculture True D. Morse addressed both workshops -- held in the eastern and western part of Tennessee.

Missouri: Several State and Federal agencies cooperated in a recent survey of physical and human resources in Douglas County, Missouri, one of the State's three pilot counties. Missouri's Extension Service, Department of Agriculture Economics, the Agricultural Research Service, and the Federal Extension Service all had a part in this work. A preliminary review of survey findings shows that the county has a high proportion of older farm people.

Louisiana: To broadcast information on rural development and its objectives, business and professional men and local townships in Louisiana's Avoyelles Parish have taken full-page advertisements in local newspapers. One such ad from the North-Central Louisiana Register reads, "Rural Development Program: What Will it Do? How Will it Work? What Will it Mean to You?" then goes on to answer these questions.

Iowa: Iowa State College plans to establish a center for agricultural adjustment within the division of agriculture at the college. One function of the new center will be to help farm people evaluate opportunities both on and off the farm and adjustment which must be made in society and the community.

*Based on reports of development projects and activities throughout the Nation.

FUNDS APPROPRIATED FOR '58 PROGRAM. In passing the Department of Agriculture appropriations bill for fiscal 1958, which began July 1, Congress has again earmarked modest funds for the Rural Development Program. Approximately 2.5 million dollars is available for the following services: extension payments to states, special research, and technical aid to improve soil use in pilot areas. This compares with about 2 million dollars available during the past fiscal year. In its report on the USDA appropriation, the Senate-House conference committee stated that part of the increased funds should be used "for the rural development program primarily in States which have not had such a program heretofore."

PHIL AYLESWORTH TO COORDINATE CHURCH RELATIONSHIPS. A new position has been established in the U. S. Department of Agriculture to assist rural church leaders and organizations in their contacts with the department. Phil Aylesworth, assistant to the administrator of the Federal Extension Service, has been assigned to the new position.

FLORIDA COMMITTEE PLANNING WORK IN 2 COUNTIES. The Florida Rural Development Committee, with Extension Director Marshall O. Watkins as chairman and broad representation from both farm and non-farm agencies in the State, is aiding leaders in Washington and Suwanee Counties to start their rural development programs. Both counties have set up rural development committees, and resource surveys are now underway.

We have copies of the report on the Texas-Louisiana rural development conference which was held at Shreveport, June 17-19. The report, put together by Dr. J. H. Jones of Louisiana's Extension Service, gives a detailed picture of this meeting, and limited copies are available.

A brief sketch of the RD program, for quick reference, has been prepared and sent out to most readers of the NEWS. If you want additional copies, write us stating the series number -- Rural Resource Leaflet No. 1 -- and number of copies to be sent.

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